

Display Rates

SINGLE PUBLICATIONS	CIRCULATION	COLUMN INCH RATE	AGENCY RATE	COLOR RATE PER INCH
Montgomery County (Wednesday)				
Gaithersburg (incl. Mont. Vill.)	42,474	29.31	34.49	\$4.00
Germantown (incl. Poolesville)	29,496	17.46	20.54	\$4.00
Rockville (incl. Aspen Hill)	32,097	26.21	30.84	\$4.00
Potomac (incl. N. Potomac)	22,676	19.15	22.53	\$4.00
Bethesda (incl. Chevy Chase & Kensington)	42,487	31.06	36.55	\$4.00
Silver Spring (incl. Takoma Park)	24,709	24.87	29.26	\$4.00
Olney	15,297	15.72	18.50	\$4.00
Burtonsville	25,130	21.65	25.48	\$4.00
Damascus	10,300	11.40	13.41	\$4.00
Wheaton	25,455	26.34	30.99	\$4.00
Full Montgomery County	270,121	167.38*	196.91*	\$30.00*

*Includes Combination Discount
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SINGLE PUBLICATIONS	CIRCULATION	COLUMN INCH RATE	AGENCY RATE	COLOR RATE PER INCH
Prince George's County (Thursday)				
The Bowie Star	24,636	23.01	27.06	\$4.00
College Park/Greenbelt Hyattsville/Port Towns	26,861	41.42	48.71	\$4.00
Landover/New Carrollton Lanham/Largo	45,316	41.42	48.71	\$4.00
Laurel	26,787	23.01	27.06	\$4.00
Upper Marlboro Clinton/Fort Washington	38,647	35.13	41.21	\$4.00
Full Prince George's County	162,247	163.99*	192.75*	\$25.28

*Includes Combination Discount

SINGLE PUBLICATIONS	CIRCULATION	COLUMN INCH RATE	AGENCY RATE	COLOR RATE PER INCH
Frederick County (Thursday)				
Frederick Gazettes (Frederick, New Market/Urbana, Mount Airy Walkersville/Thurmont, Middletown/Brunswick)	69,316	25.55	30.06	\$4.00
Mount Airy/New Market/Urbana only	22,179	16.96	19.96	\$4.00

Military Rates

Tab Newspapers	Column Inch Rate
Bolling Aviator, Tester, Sentry	18.23
Stripe, Journal, Waterline, Trident	16.84
Henderson Hall News, Standard, South Potomac Pilot	13.24

Broadsheet Newspapers	Column Inch Rate
Pentagram	31.42
Capital Flyer	18.23

Color Rates \$4 per column inch

Combination Discounts for Column Inch Rate

Number of papers	Discount	Number of papers	Discount
2	10%	11	27%
3	13%	12	28%
4	15%	13	29%
5	17%	14	29%
6	19%	15	30%
7	20%	16	30%
8	21%	17	32%
9	23%	18	32%
10	25%	19 or more	35%

Contract discount after combo discounts.

Mechanical Requirements:

47" Web 5 Column Retail Widths	10 Column Automotive Widths
1 col.	1 col. 1.05"
2 col.	2 col. 2.15"
3 col.	3 col. 3.26"
4 col.	4 col. 4.36"
5 col.	5 col. 5.47"
	6 col. 6.58"
	7 col. 7.68"
	8 col. 8.79"
	9 col. 9.89"
	10 col. 11.00"
Full Page Image Area (does not include 1/4" folio) 10.75"W x 19.50"H	

Discounts for Advertising Contracts:

7%	13x in 6 months
12%	26x in 1 year
20%	52x in 1 year

Ads for Proof:

Retail - Wednesday prior to publication at 5 p.m.
Real Estate display - Friday prior to publication at 4 p.m.
 Contact your marketing consultant about where to ship/send your insertion orders and ad materials. Call 301-670-2641.
Circulation numbers are derived from VAC publisher's statement, press order at time of media kit publication and planned growth. Numbers may vary throughout the year.

Deadlines:

Space: All Montgomery ads - Friday prior to publication at noon
Space: All Prince George's ads - Friday prior to publication at 5 p.m.
Space: All Frederick & Mount Airy - Friday prior to publication at 5 p.m.
Inserts: Thursday prior to publication at noon
Print ready: Monday prior to publication at 5 p.m.
Electronically transmitted: Monday prior to publication at noon